Post 9. 3. 68

The Gallup Poll

Johnson's Popularity Slips to Record 35%

By George Gallup

PRINCETON, N.J., Sept. 3 — President Johnson's popularity rating has declined to one of the lowest points recorded in his Administration. The latest sampling of the U.S. public shows that 35 per cent approve of the way he is handling his job, 52 per cent disapprove. The previous low point was 36 per cent in late March of this year.

Mr. Johnson's popularity has been highly correlated with the public's attitudes toward the war in Vietnam. As the unpopularity of this conflict has grown, the President's rating has declined.

In August, 1965, only 24 per cent disapproved of America's intervention with troops in Vietnam. Three years later that figure has reached 53 per cent. During this period of time the President's popularity has slipped from 65 per cent in August, 1965, to the present figure of 35 per cent.

Mr. Johnson's popularity took sharp upturns when the public thought that peace efforts might succeed. The same proved to be the case when President Truman was in office. When truce talks began in Korea he recouped some of his lost popularity. But when these talks bogged down—as the American public believes the Paris talks have—his popularity sagged again.

Following is the question regularly asked to gauge the popularity of the incumbent president:

"Do you approve or disapprove of the way Mr. Johnson is handling his job as President?"

The results:

	Latest	*July*
Approve ..	35%	40%
Disapprove .	52	48
No opinion .	13	12

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